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EVERYDAY ART QUARTERLY
A GUIDE TO WELL DESIGNED PRODUCTS

No. 10 / 25¢

WINTER-SPRING 1949

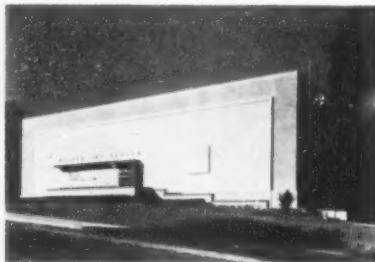
WALKER ART CENTER • MINNEAPOLIS

on the cover:

Erickson decanter from
Wm. H. Fenton. \$11.95.

Czechoslovakian crackle
vases. \$1 each.

An important event
of the Minnesota Centennial celebration
will be an exhibition
MADE IN MINNESOTA
to be held in the Everyday Art Gallery
of the Walker Art Center
from June to October, 1949.
Well-designed consumer goods
manufactured in the state
will be shown.
The Walker Art Center
is now conducting a survey
to find out what products of fine design
are available.



THE WALKER ART CENTER
is a progressive
museum of the arts.

The objective of the Center is to give men, women and children an opportunity to know, enjoy and use the arts—to clarify the relationship of all art to our modern lives—to be useful by reporting, explaining, teaching the value of art to those who need or want this knowledge—to share with the schools and libraries in broadening the cultural opportunities in America.

EVERYDAY ART QUARTERLY

A GUIDE TO WELL DESIGNED PRODUCTS

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in the SUMMER issue:
MODERN TEXTILES

Published by the **WALKER ART CENTER**
1710 Lyndale Avenue South, Minneapolis 5, Minn.
D. S. DEFENBACHER, Director
WILLIAM M. FRIEDMAN, Assistant Director

Editor: HILDE REISS, Curator of Everyday Art
Staff Photographer: JOHN SZARKOWSKI

25c per copy; \$1 per year by subscription.

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useful objects



Electric clock of white plastic
and brass by Telechron. \$14.



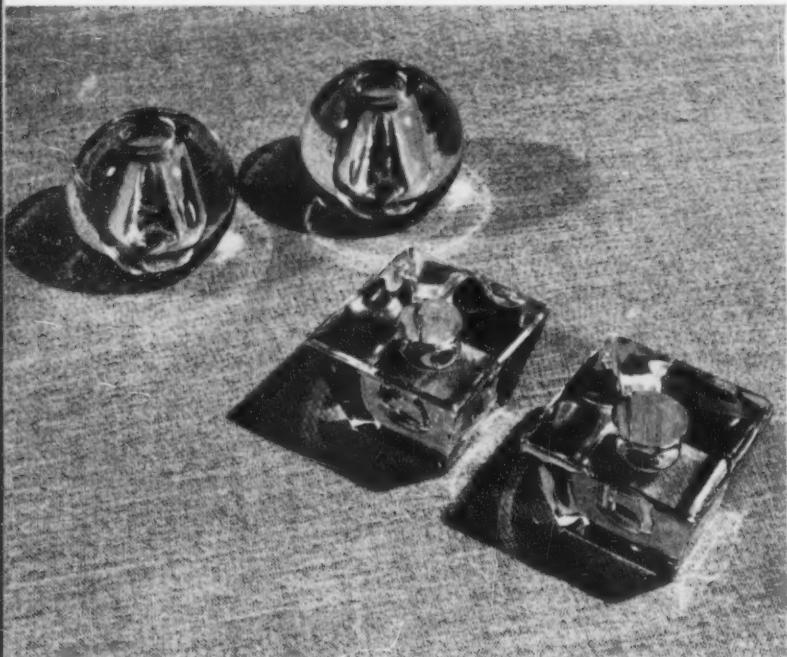
Stainless steel water or milk
pitcher by Vollrath. \$6.

Once a year the Walker Art Center combs the Minneapolis stores for well-designed objects of everyday use. The results of this survey are shown in the annual pre-Christmas exhibition USEFUL GIFTS. The 1948 exhibition brought together objects selected from twenty-one different stores: a restaurant supply house, a dealer in laboratory ware, stationery, hardware, and toy shops, and an outlet for articles made by the blind were included in addition to the regular department and specialty stores.

Presented in this issue of EVERYDAY ART QUARTERLY are a few of the objects from the exhibition; all are available nationally. Names and addresses of manufacturers, and of participating stores, are listed on page 16.

useful objects continued

The choice of well-designed objects is greater in glass today than in almost any other material. In inexpensive glass and in higher priced crystal one can find simple stemware in pleasant shapes, as well as pitchers, vases, ashtrays, bowls, and many other things.



Spherical glass candlesticks by American Cut Crystal Co. \$2 each.
Square glass candlesticks by Heisey. \$2.50 each.

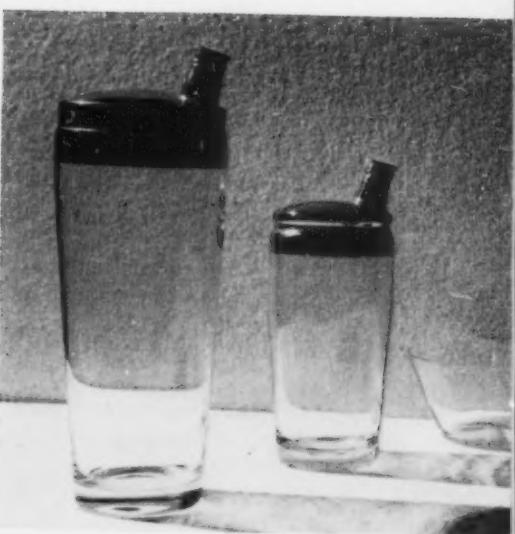


Two oval ashtrays of heavy glass made by Viking. \$2.50, \$1.50.

Cone-shaped
\$9.75 the



Pressed glass pitcher with eight
glasses, 89c. From Pitman Dreitzer.



Cocktail shakers with chromium
tops by Gilley. \$5, \$3.50.



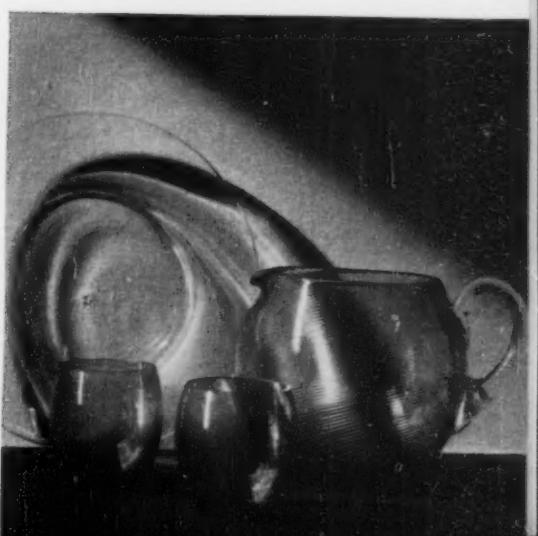
Cone-shaped stemware from Bolender & Co.
\$9.75 the dozen.

Clear glass plate by Hayward, \$1.25.

Czechoslovakian juice or wine set
of ribbed green glass. Pitcher and
six glasses, \$4.50.



Heavy, over-size ashtray
by Heisey. \$5.



useful objects continued

It is much more difficult to discover well-designed ceramic ware. In contrast to the excellent hand-made pottery produced by individual craftsmen today, most factory-made ware is of poor design. Dinnerware is usually over-decorated (there are a few well-known exceptions, of course) and so-called "art pottery" is of deplorably bad taste.

A newcomer in inexpensive pottery is Holiday ware by Gustin, shown below. It comes in pleasant mottled glazes of gray, brown, coral, and turquoise.

Three of the objects shown here—the salad bowl, the black pitcher, and the china casseroles—although intended for restaurants, are excellent for use in the home. They may be purchased at restaurant supply houses.



Finnish baking dishes, white with blue band.
\$3.50 for set of three. From Finland Ceramics
and Glass Corp.



Holiday dinnerware by Gustin.
Ten-piece starter set for two, \$4.95.

Large
\$5.15.



Coors porcelain bowl
and crucible. \$1.10, \$1.95.

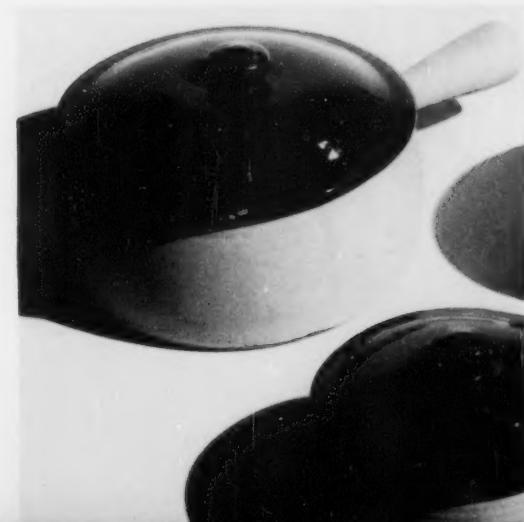


Black water pitcher
by Hall China Co. \$1.75.



Large salad bowl by Hall China Co.
\$5.15.

Hall china covered casseroles.
\$1.95, \$1.25, \$1.10.



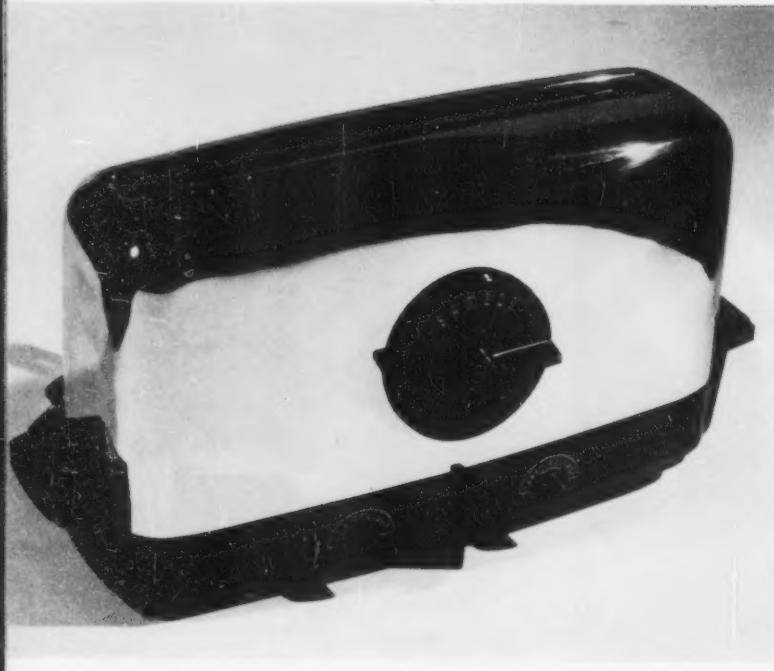
Pfaltzgraff pottery casseroles in
three sizes. \$2.20, \$1.80, \$1.30.



useful objects

continued

This group of metal objects covers a wide range, from electric appliances to silver-plated table accessories. Among the appliances, we believe that the new Samson Tandem is the best looking toaster yet to appear on the market. The General Electric automatic iron was judged by Consumers Union to be the best iron available, both in design and performance.



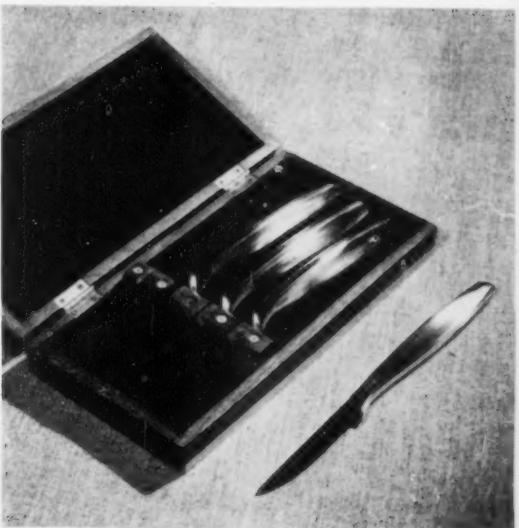
Tandem Automatic toaster, designed by Harry Laylon and George Rouse for Samson United Corp. \$21.95.



Automatic electric iron by General Electric. \$11.95.

Silver pl...
by Walla...

Silver pl...
Silver Co.



Gerber stainless steel steak knives. \$16 for set of four.



Three-piece range set of spun aluminum with plastic tops from Associated Mfg. & Distr. Co. \$2.69.



Silver plated sugar-and-cream set by Wallace Melford. \$14.50.

Silver plated ashtray from Victoria Silver Co. \$4.20.



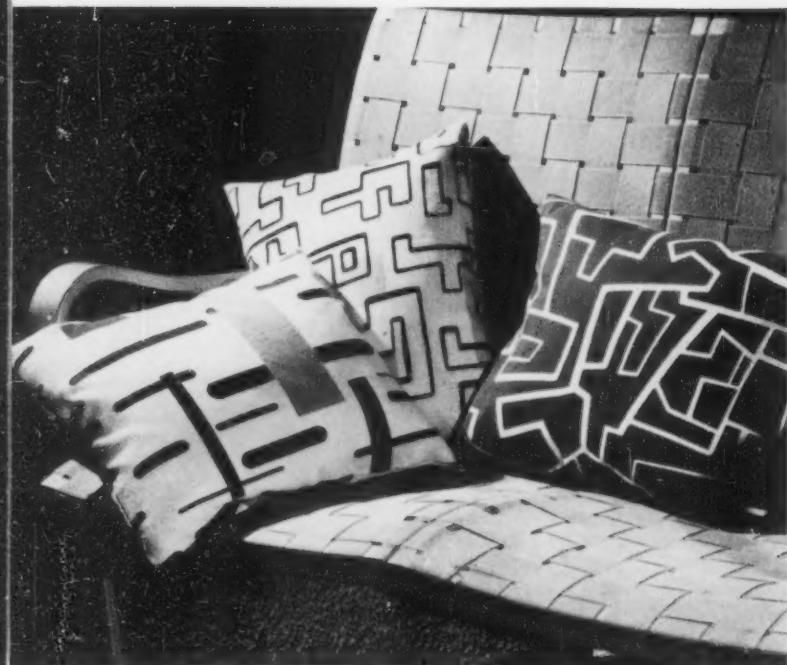
Mirro spun aluminum bun warmer. \$2.75.



Buckeye aluminum water kettle. \$5.50.

useful objects continued

*Toys, textiles, and table ware of wood and plastics complete our selection
of well-designed objects for everyday use.*

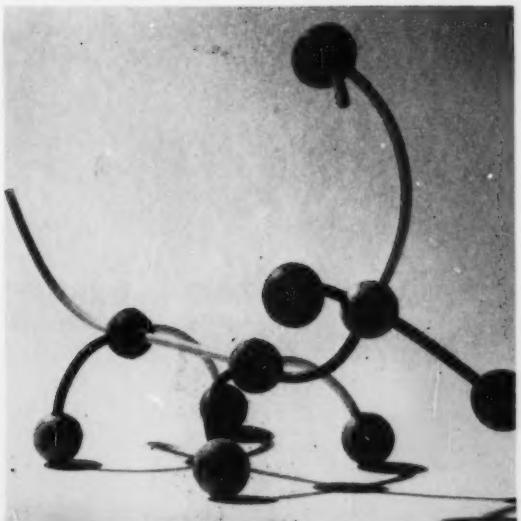


Pillows covered with fabrics designed by Angelo Testa. \$4.50 each.
Shown on webbed love seat from Functional Furniture Mfrs.

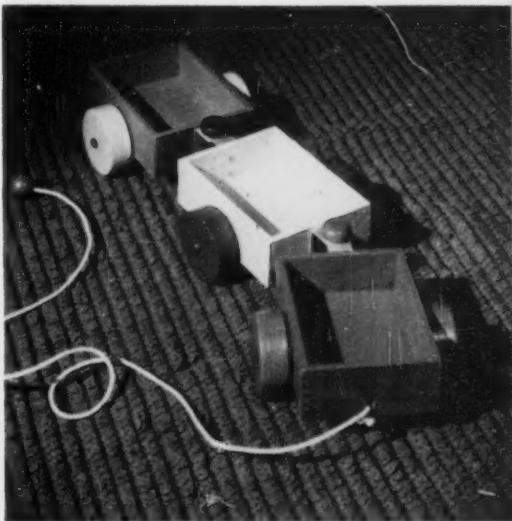


Lamnar laminated wood plate by Robert Snyder. \$1.75.
Coors porcelain ware.

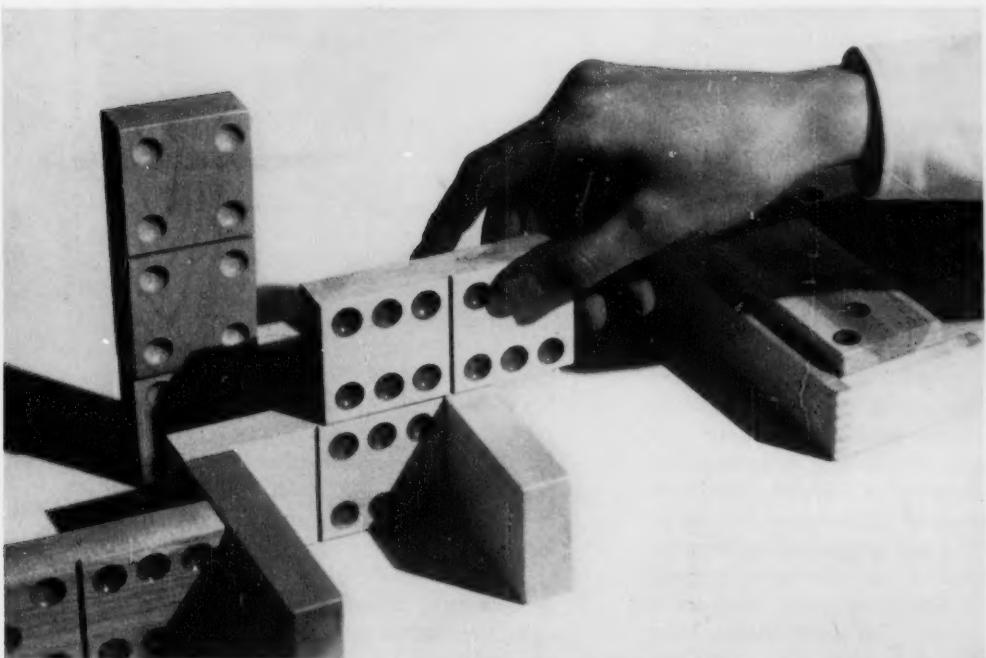
Oversized
colored do



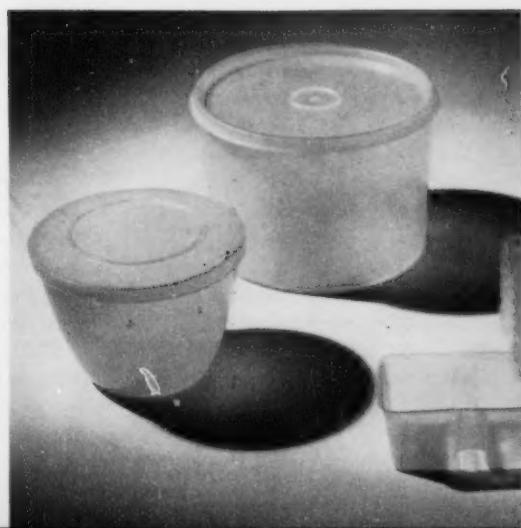
Molly Kewls — rubber balls and plastic rods fit together and make fantastic figures.
By Paul Bon Hop. \$2.95 for a big cylinder full of parts.



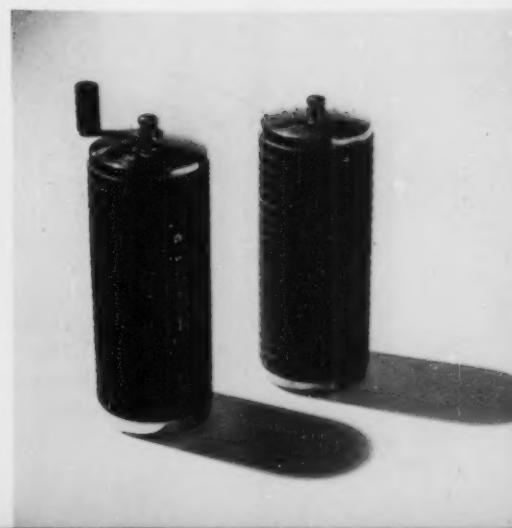
Trail-a-way sturdy wood train in bright colors.
By Paul Bon Hop. \$2.95.



Oversized domino-blocks of hardwood with colored dots, by Gilbert. \$7.95.



Flexible plastic containers by Tupper. Canister set of three with tight-fitting covers, \$2.98. Bowl-shaped containers, 39c each.



Thompson saltshaker and pepper grinder of ribbed wood and chromium. \$10.75 set.

by CAROL KOTTKE

MAGNET MASTER *for adults...*



MAGNET MASTER workshop

MAGNET MASTER, the significant new creative toy and playtool, was first presented in the Summer 1948 issue of *EVERYDAY ART QUARTERLY*. Extensive experiments conducted by the Walker Art Center since that time have shown MAGNET MASTER to be an ideal design study medium. A special series of two-hour workshop sessions using this new creative tool with a group of art students, from 20 to 30 years of age, has been conducted by the Art Center under the direction of the writer. These experiments with MAGNET MASTER progressed from very simple abstract constructions involving color, shape, dimension, material, and texture, to expressive compositions illustrating a mood, a feeling, a sound.

MAGNET MASTER is composed of colored geometric metal shapes—squares, triangles, circles, and rectangles which form a basis of design—together with small magnets of varying sizes and strengths to hold the pieces together. The magnets can be placed in any position and the pieces arranged and interrelated in countless ways with the most delicate adjustments. Exploration in composition and color arrangement are accomplished with complete freedom of movement—no glue or nails, no painting and repainting, no drawing and redrawing—so that altering a composition requires a simple movement and not a doing-over process. The metal shapes have holes or slots which increase the construction possibilities.

MAGNET MASTER is a complete design tool in itself, but its use may be extended infinitely by the addition of colored paper, plastic sheets, screening, wire, tacks and nails, ferrous metal scraps, etc. The magnetic flux penetrates through paper, plastic, and other thin materials so they can be "pinned" to the metal or to another magnet.

A part of the miracle of this design medium is that there are no restricting mechanical difficulties. The pieces come apart as easily as they are put together. The magnets are permanent;

they will not weaken or wear out, so that with the metal shapes and rods they form a basic design tool that can be used over and over again. With the addition of extra miscellaneous materials, the possibilities for expression and design study with this new medium are limitless.

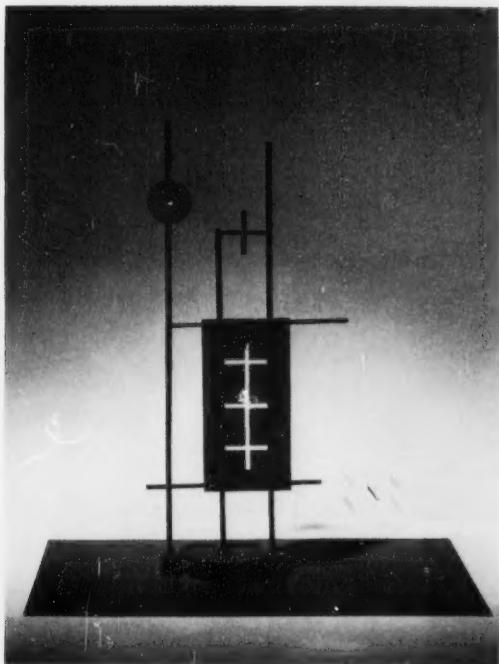
One cheery aspect of the MAGNET MASTER of particular interest to art teachers is that there is practically no clean-up session—no paint brushes, or paste pots, or clay on the floor.

In teaching the elements of design, one hazard characteristic of usual classroom procedures—the separateness with which each design element is necessarily presented—is eliminated in the medium of MAGNET MASTER. With this design tool, the student is enabled to combine or integrate the varied elements of design: shape, dimension, material, color and texture. The organization of the elements is developed visually from the moment of selecting the elements themselves.

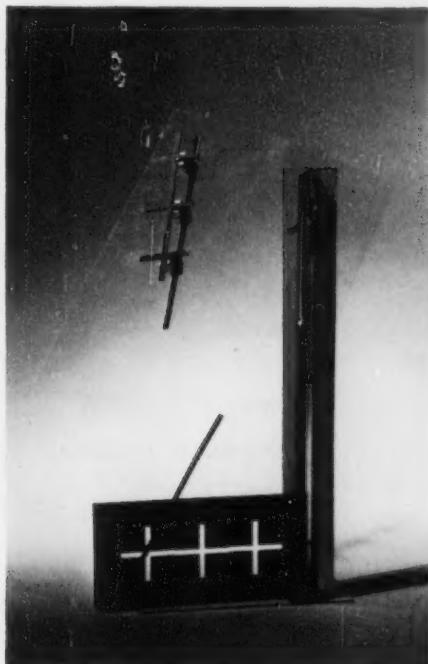
Of significance to parents and art teachers is the fact that MAGNET MASTER, with all of its technical qualities, is an exciting and rewarding playtime device for children of all ages. In addition to exercising manual dexterity, developing color and design awareness, sharpening the tactile senses, and explaining the physical properties of magnetic force—playing with it is fun! And any adult, whether pro or con on art, finds MAGNET MASTER delightfully worth his time.

MAGNET MASTER designed by Arthur Carrara of Chicago, is sponsored by the Walker Art Center. It is now available in toy departments throughout the country, or by mail from the Walker Art Center. See mail order coupon on page 16. The standard set is \$9.95; a small set at \$4.95 is suitable for children under six.

... *an important development in art education mediums*



Norris Johnson

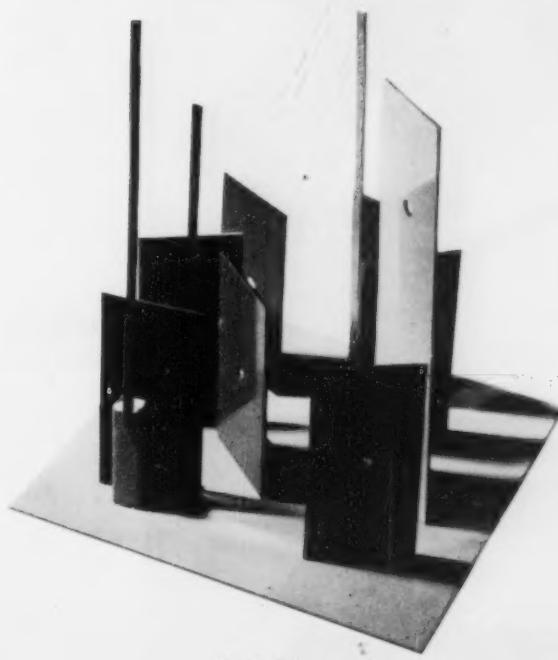


Norris Johnson

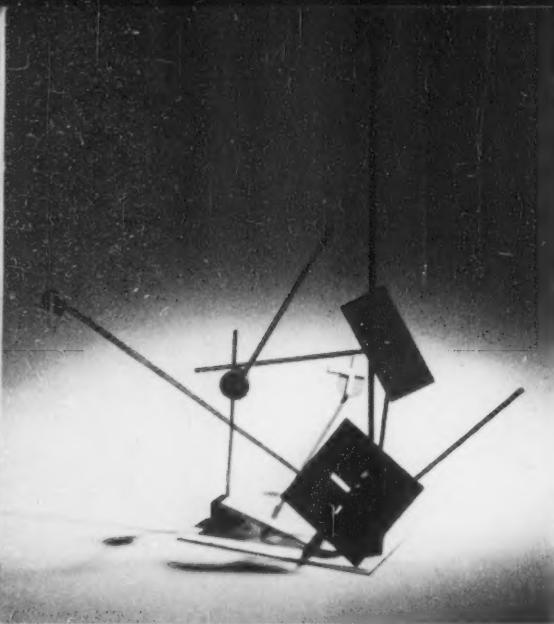


Donna Arnold

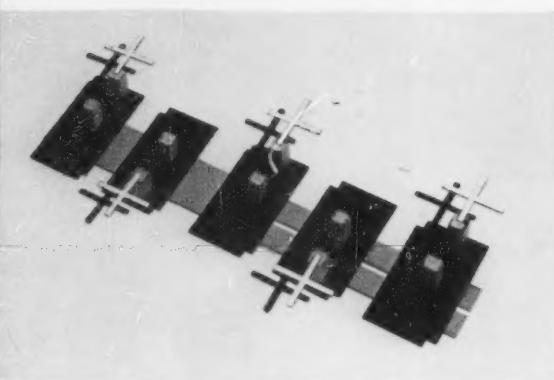
*progressive experiments in design:
illustrated on this page
are exercises in the relationship
of form and color.
the first
is a vertical construction in one plane
made with shapes all of one color;
the next two show the use
of additional materials
with the metal shapes and magnets.
at right is an arrangement
of perpendicular planes.*



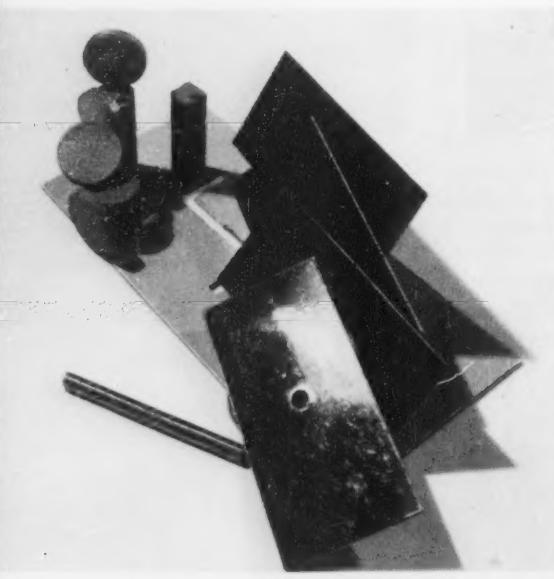
Norris Johnson



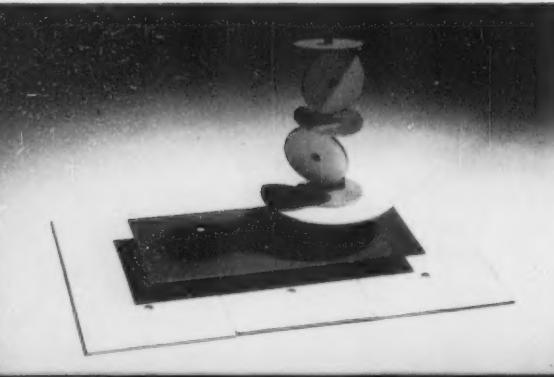
NOISE
Gen Shuda



SOUND OF A CLOCK
Bob Lesch



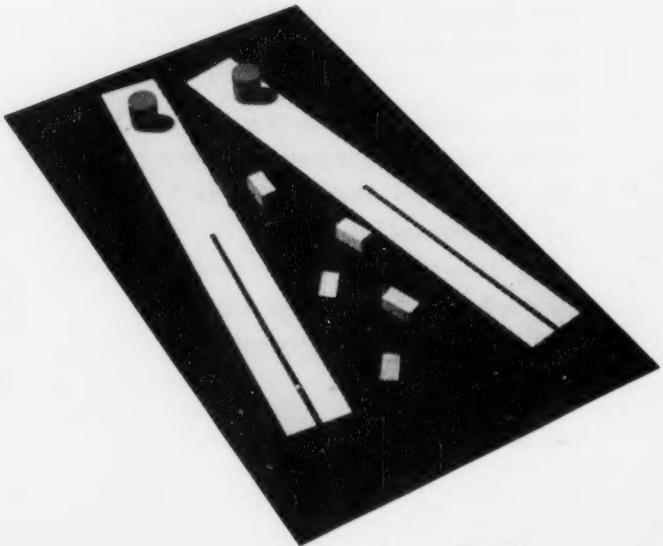
SADNESS
Norris Johnson



HAPPINESS
Gen Shuda



RAINY DAY
Jean Bethke



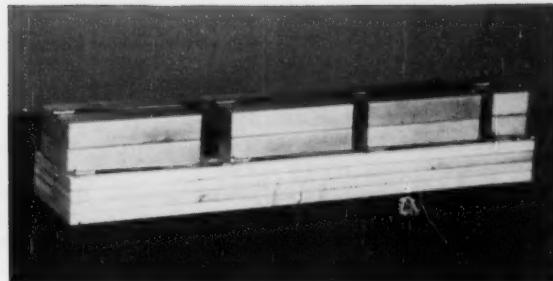
WINTER
Norris Johnson

*these expressive
MAGNET MASTER constructions
illustrate a mood,
a feeling, or a sound.*

PRODUCT REVIEW



The New York Times



DEMOUNTABLE SHELVES

name: Barker Shelves

designer: Guy Barker

manufacturer: Dennett & Barker

prices: Shelves, \$2.50 and \$3.75 each;
separating blocks, \$1.25 and \$2.25 each;
hardware, 25c to 40c per item.
Basic unit, two shelves high and
3 feet long, comes to \$17.20;
each additional tier, \$9.05.

sizes: Shelves are $7\frac{1}{8}$ inches wide, 18 or
36 inches long;
separating blocks, $9\frac{1}{2}$ and $2\frac{1}{8}$ inches high;
foot block, $3\frac{1}{8}$ inches high.

materials: Pine, finished in clear lacquer;
metal parts are brass.

features: Shelves may be assembled in any
desired arrangement: high, low,
double width, around corners,
T-shape. They can be demounted
and re-arranged to meet new
conditions. A socket wrench,
sold with the shelves, is the only
tool necessary.

Assembly is accomplished by means
of brass rods passed vertically
through the pre-bored shelves and
blocks; they screw into the rod
of the shelf below.

The result is an amazingly rigid
structure.

A deluxe model, using birch shelves
11 by 42 inches, is also available.

EVERYDAY ART in the magazines

A&A: ARTS & ARCHITECTURE, 3305 Wilshire Blvd., Los Angeles, Cal.
AF: ARCHITECTURAL FORUM, 350 Fifth Avenue, New York, N. Y.
AH: AMERICAN HOME, 444 Madison Avenue, New York, N. Y.
AI: ART & INDUSTRY, 381 Fourth Avenue, New York, N. Y.
AN: ART NEWS, 136 East 57th Street, New York, N. Y.
AR: ARCHITECTURAL RECORD, 119 West 40th Street, New York, N. Y.
BH&G: BETTER HOMES & GARDENS, 1714 Locust Street, Des Moines, Ia.
CH: CRAFT HORIZONS, 435 Madison Avenue, New York, N. Y.
CR: CONSUMERS' RESEARCH, Washington, N. J.
CREP: CONSUMER REPORTS, 12 Union Square, New York, N. Y.
DES: DESIGN, 131 East State Street, Columbus, Ohio
HB: HOUSE BEAUTIFUL, 572 Madison Avenue, New York, N. Y.
H&G: HOUSE & GARDEN, 420 Lexington Avenue, New York, N. Y.
INT: INTERIORS, 11 East 44th Street, New York, N. Y.
JHE: JOURNAL OF HOME ECONOMICS, 700 Victor Bldg., Washington, D. C.
MA: MAGAZINE OF ART, 1262 New Hampshire Ave., NW, Washington, D. C.
ML: MADEMOISELLE'S LIVING, 122 East 42nd Street, New York, N. Y.
MP: MODERN PLASTICS, 122 East 42nd Street, New York, N. Y.
PA: PROGRESSIVE ARCHITECTURE, 330 West 42nd Street, New York, N. Y.

HOUSES

Time mellows this modern house: Walter and Ise Gropius describe ten years' experience with their own house, designed by Gropius and Breuer. *H&G January*
Country house in Maine by Harrison and Abramovitz includes adjacent cottages for guests and children. *A&A November*
Hillside house by Gregory Ain solves problem of steep lot and sharp street curve. *A&A December*
A small modern house which replaces inconvenient old mansion. By Carl Koch. *H&G December*
Country living and city convenience combine in this hillside house outside San Francisco by Henry Hill. *H&G December*
Ranch house planned on a tri-level scheme for comfortable living and minimum housework; by Thomas E. Moore. *PA December*
Children make the plan: three houses designed especially for children; by Paul Thiry, Charles M. Goodman, Hervey Parke Clark. *H&G November*
Paul Laszlo's own house in California makes full use of its setting. *H&G February*
Weekend cabin built into a steep hillside high above the St. Croix river in Minnesota, by Elizabeth and Winston Close. *PA December*
California house by Jan Konigshofer features fixed windows, radiant heat, much personal comfort. *HB January*
Well-designed house in an Adirondack lumber camp by Henry Hebbeln. *AF December*
Architect J. Glass builds himself a house answering many desires of would-be buyers. *AF December*
House at the foot of a mountain makes the most of an extremely difficult site. By Robert E. Faxon. *AF December*
Small suburban house achieves a high degree of comfort and efficiency; by David Searcy Barrow. *AF December*
Albert Henry Hill designs a compact house of 485 square feet that costs only \$4,100. *AH January*
House by Irvine Goldstein is well planned for a narrow lot. *BH&G January*
Case Study House No. 20 by Richard Neutra is designed for young parents with a restricted budget. *A&A December*
House by Marcel Breuer, planned for privacy and view, has fresh design ideas, outstanding equipment, and uses materials in a new manner. *H&G February*
Brick and stone house on a slope for a Colorado family, by Earl and Robert Morris. *PA February*
Modern house in the Midwest parts with the past. By Harris Armstrong. *ML February-March*
A bachelor says farewell to rooming houses and builds his own one-room house. By Charles Davis. *ML February-March*
This is the house that we built—Mademoiselle's Living designs model house in California that would be appropriate for any part of the country; by Kenneth and Elizabeth Acker. *ML February-March*
Ivory tower in Vermont: artist's one-room house with work and entertaining space, by Wilfred W. Faulks. *AH February*

House in Indiana by R. Delos Peterson and Santiago Ricaurte demonstrates how the placement of openings influences design. *PA January*
House in Kansas by Ramey, Himes and Buchner shows the influence of insulating materials on design. *PA January*
House in Pennsylvania by Caleb Hornbostel shows the influence of water supply on design. *PA January*
House in Seattle designed for city living centers around a semi-enclosed garden; by Paul Thiry. *AF January*
Studio-type small house in Connecticut has dramatic roof slope that sheds snow readily; by Joseph Stein. *AF January*
Three-level house in Texas by O'Neil Ford and G. R. Rogers. *AF January*
House in Michigan embodies many new ideas in lighting, heating, and ventilation; by Kenneth C. Welch. *AF November*
Detroit architect Alexander Girard builds one house where two stood before, features 34 by 38 foot living room opening to the garden by means of overhead doors. *AF February*
Sixty-one acres and a view set off this owner-designed house in Connecticut hills; by Robert Chapin. *AF February*
New Jersey architect pares costs by designing a compact house that trades frills for big rooms; by Kenneth Kassler Associates. *AF February*
This Oregon ranch house lives as well as it looks; warm, friendly and informal, it was designed by Pietro Belluschi. *H&G March*
House in Minneapolis, designed as a model house for an average family, is adaptable, imaginative, and practical. By Robert G. Cerny. *H&G March*
Experimental house near Boston solves a problem in low-cost construction. By Edwin Johnson and John Whitcomb. *H&G March*

APARTMENT HOUSES

Apartment house in Alabama, built with FHA loan, accommodates 70 families. Features are individual exterior entrances to each apartment, cross ventilation for each unit. By Pearson & Tittle. *PA February*
An apartment house of far-reaching concept: 260 apartments for Massachusetts Institute of Technology, designed by M. I. T. staff members. *AR January*
Apartment hotel—a colorful, highly styled hostelry, cut to the pattern of West Coast living. By Alvin Lustig and Sam Reisbord. *AF February*

INTERIORS, FURNISHINGS, ACCESSORIES

This kitchen has five departments: it is a kitchen, breakfast room, sitting room, office, and pantry. By Harry Swenson. *HB January*
The core of this house is its kitchen: a new design trend puts the kitchen in the center of the house. By Smith and Van Fossen. *H&G January*
Living room vs. room for living: a common space problem solved by combining sleeping and living quarters with work area. *H&G January*
This young couple used taste, time, and talent instead of dollars: James Hosken and Franziska Porges remodel an apartment in an old Boston house. *H&G January*
Four bachelor domiciles. *INT November*
How to judge good furniture. *BH&G December*
Chairs by Maurice Martine in unique knock-down construction. *A&A December*
Need more shelves? Seven ways you can solve your storage problems. *BH&G December*
Furnishing fabrics: all that glitters is aluminum. *HB December*
Pottery by Polia Pillin. *A&A November*
Interiors to come: new ideas from babies' rooms to butcher shops. *INT January*
Industrial design: Good design for 1949, an annual survey. *INT December*

continued next page

continued from page 14

EQUIPMENT

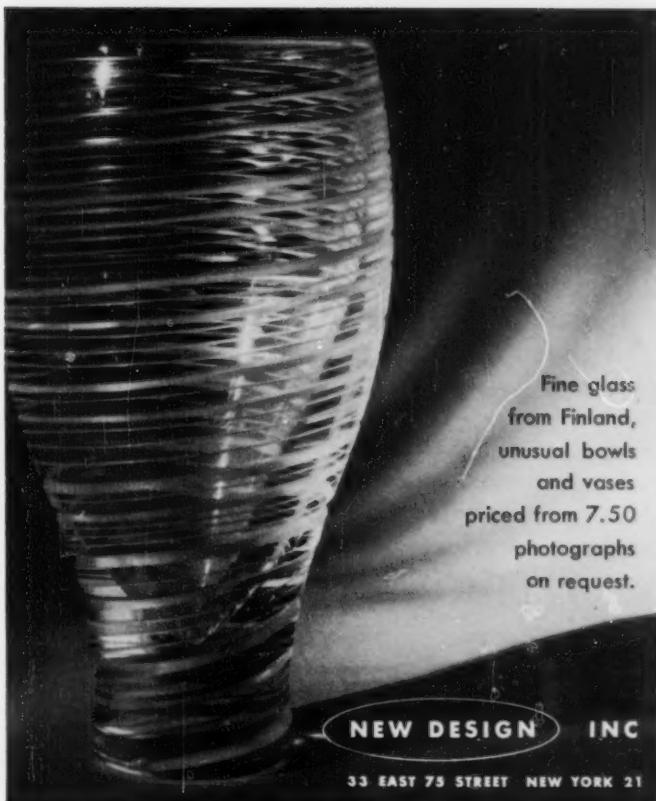
Waffle irons: a rating of 29 models. *CR* Rep January
Stainless steel cooking utensils. *CR* December
Electric irons, steam and dry types. *CR* January
Garbage disposal units. *CR* February
The human eye and television. *INT* February
Pressure cookers: 24 brands tested. *CR* Rep February

ARTICLES

Measure — man's control and conditioning of his environment. Entire special issue. *AF* November
Beware of Trends. By George Nelson. *INT* December
The Shape of Things: good design in everyday objects. By Eliot Noyes. *CR* Rep January
Prestini, a Contemporary Craftsman. By Suzette Morton Zurcher. *CH* November
Problems of Design: the Dead-End Room. By George Nelson. *INT* November

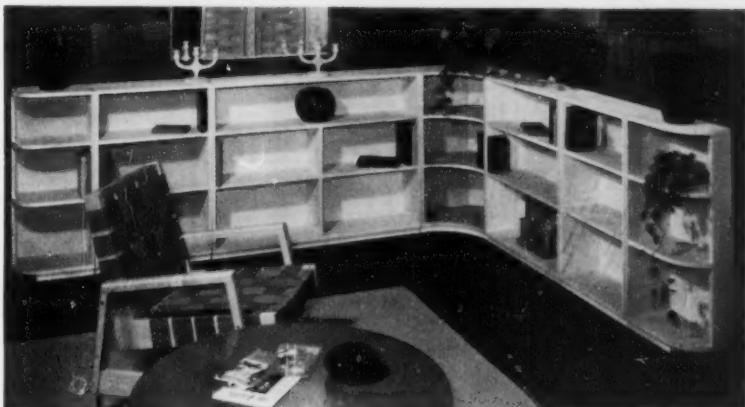
FOREIGN

From hay to glass: old barn remodeled with imagination into home and studio by Otto Kolb, Zurich, Switzerland. *INT* January
Finland designs glass for 1949. Article by Edgar Kaufmann, Jr. *AN* January
Finn Juhl of Copenhagen, chair maker. Article by Edgar Kaufmann, Jr. *INT* November
Lamps from Italy. *INT* November



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Minneapolis 5, Minn

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. . . sets of **MAGNET MASTER**

No. 400 — \$4.95 each
for children six years and under

check money order enclosed
no c. o. d. orders, please
add 50c for postage west of Denver

name (please print)

address

city

zone

state

**keeping abreast of art in america*

A membership in the Walker Art Center assures you of keeping well informed on all phases of art today. It brings you two magazines: the Magazine of Art, illustrated national publication with the Walker Art Center 4-page Notes and Comment; and Every-day Art Quarterly. In addition, members are sent free exhibition catalogs and invitations to members' previews.

The Book Corner of the Walker Art Center maintains a stock of the best books on art, architecture, and design and has a large selection of reproductions of modern masters. Members receive a 20%

discount on all purchases at the Book Corner. Mail orders are filled promptly for out-of-town members.

A regular membership costs \$10 per year. The magazine subscriptions and catalogs alone are worth \$8. If a member buys \$20 worth of books in the course of a year, he will pay \$4 less than non-members. Thus, the average member may receive in actual cash value more than he pays.

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Minneapolis 5, Minn.

Please enroll me as a member of the

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at \$10 per year. check enclosed bill me

name (please print)

address

city

zone

state

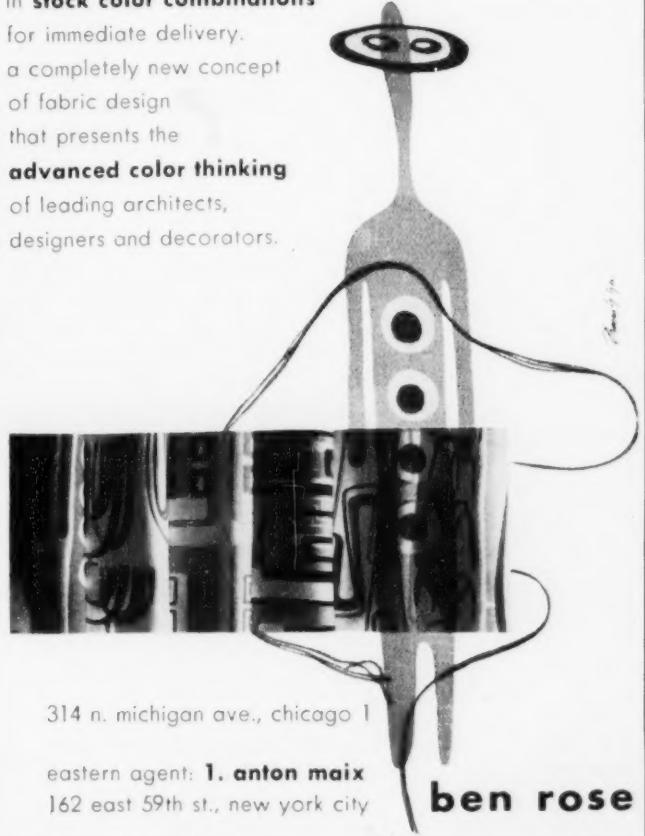
ADDRESSES

- A** American Cut Crystal Corp., 882 Third Ave., Brooklyn, N. Y.
Associated Manufacturing & Distributing Co., Dallas, Texas
- B** Bolender & Co., Merchandise Mart, Chicago, Ill.
Paul Bon Hop, Inc., 164 John Street, New York, N. Y.
Buckeye Aluminum Co., Wooster, Ohio
- C** Coors Porcelain Co., Golden, Colorado
- D** Dennett & Barker, 32-49 56th Street, Woodside, N. Y.
- F** Wm. H. Fenton & Co., 2555 W. 5th Street, Los Angeles, Cal.
Finland Ceramics & Glass Corp., 225 Fifth Ave., New York, N. Y.
Functional Furniture Manufacturers, 40-17 22nd Street,
Long Island City, N. Y.
- G** General Electric Co., Bridgeport, Conn.
Gerber Legendary Blades, 1305 S. W. 12th Ave., Portland, Oregon
A. C. Gilbert Co., Erector Square, New Haven, Conn.
Gilley, Inc., 123 Lafayette Street, New York, N. Y.
N. S. Gustin Co., 712 Olive Street, Los Angeles, Cal.
- H** Hall China Co., East Liverpool, Ohio
Hayward Optical Glass Co., 217 Magnolia Street, Whittier, Cal.
Heisey Glass Co., Newark, Ohio
- M** Wallace Melford, Wallingford, Conn.
Mirro Aluminum Goods Manufacturing Co., Manitowoc, Wis.
- P** Pfaltzgraff Pottery Co., York, Pa.
Pitman-Dreitzer Co., Merchandise Mart, Chicago, Ill.
- S** Samson United Corp., 1700 University Ave., Rochester, N. Y.
Robert Snyder, East Lansing, Mich.
- T** Telechron Co., Ashland, Mass.
Angelo Testa, 49 E. Ontario Street, Chicago, Ill.
George S. Thompson Co., 509 Mission St., So. Pasadena, Cal.
Tupper Plastics, Farnumsville, Mass.
- V** Victoria Silver Co., 2119 Arch Street, Philadelphia, Pa.
Viking Glass Co., New Martinsville, W. Va.
Vollrath Co., Sheboygan, Wis.

The following Minneapolis stores were represented
in the exhibition USEFUL GIFTS:

Alex Anderson & Son, 912 Nicollet Avenue
Chas. A. Anderson Co., 1214 Nicollet Avenue
Baldwin Kingrey, 1030 Marquette Avenue
Boutell's, Marquette Avenue at Fifth Street
Children's Shop, 1013 Fourth Avenue South
Donaldson's, Nicollet Avenue at Seventh Street
Dunham-Scott, 17 South Third Street
Farnham's, 301 South Fifth Street
Gorder Linen, 1112 Nicollet Avenue
Hennepin Hardware, 909 Hennepin Avenue
Holzermann's, Cedar Avenue at Fifth Street
S. Jacobs Co., 811 Nicollet Avenue
Johnson-Gokey Shop, 525 Second Avenue South
Northern Photo Supply Co., 521 Second Avenue South
Powers Dry Goods Co., Nicollet Avenue at Fifth Street
Thiss, 902 Nicollet Avenue
Victor Blind Products, 1936 Lyndale Avenue South
Geo. T. Walker & Co., 324 Fifth Avenue South
Wallace, 1001 Marquette Avenue
Warner Hardware, 13 South Sixth Street
Young-Quinlan Co., Nicollet Avenue at Ninth Street

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